**SWOT Analysis Focus Group Template**

**Staff training specific sample questions**

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| **Strengths***What does your team/division excel at?**What areas have seen the biggest growth or improvement over the last 12 months?**What skills are your biggest assets?**Where could you see your team/division adding more value to the business?* *Who are your most skilled people?* *Can your most skilled people pass these skills on to others?* | **Weaknesses***What does your team/division need to improve?**Where have skills been lost or diminished over the last 12 months?**What skills are out-sourced that could be in-sourced?**Where are you encountering bottle necks or strains on production?**Where are your biggest losses / wastes?**What processes are causing the most problems?**Who can the business not afford to lose? Who could pick up their skills?* |
| **Opportunities***What changes could you suggest to improve your team/division?**What customer feedback have you received?**Where could your team/division make changes to improve customer experience?**What easy wins can you identify to improve the business?**What changes would you suggest to improve the products or service customer receive?* | **Threats***Which skilled people will you lose as a result of retirement/moving jobs in the coming 12 months?**What are your competitors doing better than you?**What faults keep re-occurring?**What areas are under-performing due to lack of skilled people?**Where are there a low number of highly skilled people?**What do we need to change in order to keep ahead of our competitors?* |

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